

### SunSmart campaign (Slip, slop, slap...)

Students can compare how the following modes persuade:

1. Original television advertisement: the [Slip, Slop Slap video from 1980](#).
2. Written text from the Cancer Council: ['The job's not done until we're all safe in the sun'](#)
3. Promotional poster from Skin Cancer Action Week (below)

*Reproduced with permission from the Cancer Council.*

**It's been 40 years since this guy came onto our screens...**

**You might've grown up, but some things never change. It's still the same sun.**

**DON'T FORGET TO**

SLIP SLOP SLAP SEEK SLIDE

**National Skin Cancer Action Week**  
15-21 November, 2020

still the same sun on [cancer.org.au](https://cancer.org.au)

A partnership between  
**Cancer Council** | The Australian Government

## References

Cancer Council Victoria (2010) *Slip! Slop! Slap! - The Original Sid the Seagull Video*. Available at: <https://www.youtube.com/watch?v=b7noclenCYg> (Accessed: 4 April 2022).

Cancer Council (2020) *It's still the same sun*. [Poster].

Cancer Council (2021) *National Skin Cancer Action Week | The job's not done until we're all safe in the sun*. Available at: <https://www.cancer.org.au/cancer-information/causes-and-prevention/sun-safety/campaigns-and-events/national-skin-cancer-action-week> (Accessed: 4 April 2022).